CA4Health
healthy places...healthier lives

CA4Health: Bringing Community Transformation to Life in Rural California

Community Transformation

Chronic disease is responsible for 7 out of 10 American deaths each year and 75% of U.S. health care costs. Created by the Affordable Care Act and launched in 2011, the Community Transformation Grants (CTG) program combats health disparities and chronic illness by empowering local communities to address social determinants of health. Initial CTG awards totaling $103 million were awarded by the U.S. Department of Health and Human Services to 61 state and local government agencies, tribes and territories, and nonprofit organizations in 36 states, with at least 20% of funding designated to address higher burdens of chronic disease in rural communities. An additional $70 million was awarded in 2012 to 40 smaller communities to expand CTG's impact.

CA4Health

California has received more than $35 million in CTG funding across 14 awards. The award granted to Oakland-based Public Health Institute (PHI), partnering with the California Department of Public Health (CDPH), covers CTG implementation in 42 rural California counties with populations of 500,000 or less. PHI and CDPH, working with technical assistance specialists, provide the guidance, training, and resources to local county health departments and their partners to implement change in their respective communities. CA4Health provides direct funding through sub-awards to 12 California counties: Calaveras, Humboldt, Imperial, Madera, Mendocino, Merced, Monterey, Shasta, Siskiyou, Solano, Tulare and Tuolumne—and provides non-financial resources to an additional 30. The 12 sub-award counties represent 40% of the total population of the 42-county CA4Health area. Unemployment across these twelve counties is 25% higher than the statewide average, income is 17% lower, and chronic disease risk factors and health disparities are significantly higher.

CA4Health Vision

Everyone living and working in small communities will be able to live healthier lives as healthy places become the norm.

The places where we live, work, study, play and shop affect our health. *We all benefit* when these places offer better food and drink choices and enable us to be more active while providing us with air that is free of secondhand smoke and health services that fit our needs. By developing evidence-based systemic and environmental changes that are tailored for the realities of rural communities, we will help improve the quality of life and reduce chronic disease for all Californians, especially those who have long suffered an unfair burden.

CA4Health

CA4Health 4 Focus Areas

Our efforts focus on approaches that will produce measurable, positive impact across each of 4 strategic directions.

Strategic Direction	Implementation Approach
Tobacco Free Living	Smoke Free Multi-Unit Housing
Healthy Eating Active Living	Decrease Consumption of Sugary Beverages
Clinical & Community Preventive Services	Chronic Disease Self-Management Program
Healthy & Safe Physical Environment	Safe Routes to School/Walkable Communities

Smoke-Free Multi-Unit Housing

Approximately 11 million Californians live in apartments or other multi-unit housing, putting them at risk for exposure to toxic secondhand smoke from neighboring units and outdoor areas. An estimated 49,000 Americans die each year as a direct result of secondhand smoke exposure. CA4Health will protect residents through approaches that create smoke-free environments where people live and increase the availability of smoke-free housing for residents regardless of their socioeconomic status.

Reducing Consumption of Sugary Beverages

Sugary drinks provide the single largest source of added sugar in the American diet and may lead to obesity, type 2 diabetes, heart disease and other chronic illnesses. Consumption is especially high among children and teens. CA4Health counties will reduce consumption of this major contributor to childhood obesity by making healthier drinks more accessible through such actions as the adoption of healthy meeting, vending and procurement practices in places like schools, community organizations and government.

Chronic Disease Self-Management Program (CDSMP)

High blood pressure, impacts almost 1 in 3 adults, is the leading risk factor for heart disease, and is preventable, treatable, and manageable. CDSMP helps adults with chronic diseases (high blood pressure, diabetes, heart disease, asthma, and arthritis) learn techniques to improve self-management skills. CA4Health counties will increase access to CDSMP workshops and promote Community Health Workers as important members of the health care delivery team – valued for connecting people with chronic diseases to their community.

Safe Routes to School and Walkable Communities

The absence of safe, walkable communities is a leading cause of physical inactivity. This is compounded in rural communities that lack sidewalks and other infrastructure to support walking and bicycling, and where people often have to travel long distances to schools and other destinations. CA4Health counties will work to implement Safe Routes to School practices and supporting strategies such as Complete Streets principals that connect children and families by foot and bicycle to their schools and communities at large.

CA4Health: Healthier Lives for All Californians

While our efforts will focus on implementing CA4Health's four strategic directions, we will identify opportunities to integrate these targeted efforts to create a comprehensive and sustainable model of community-based prevention that maximizes health outcomes. By creating and refining new approaches to implementing systemic and environmental change efforts that reflect rural realities, CA4Health will contribute to the evidence base that will help realize the vision of community transformation in smaller communities everywhere.

CA4Health Program Office

Public Health Institute, 555 12th Street, 10th Floor, Oakland, CA 94607
510-285-5604 – CA4Health.org

Made possible with funding from the Centers for Disease Control and Prevention.

CA4Health
healthy places...healthier lives